

of 287 percent or approximately 11.48 percent per year. Then, from 1954 to 1958 the retail sales rose to \$34,290,000 for a total gain of only .63 percent or approximately .15 percent per year. Adjusted to constant dollar value, the sales actually registered a decline during this period. With the exception of Rocky Mount all other coastal plain cities recorded much higher increase in sales. It is difficult to pinpoint any causes for such a decline in retail sales. Some conclusions could, however, be drawn. One of the reasons may perhaps be the nation-wide mild economic recession during 1958. One other reason is the competition Wilson has to face from the neighboring coastal plain cities. The nearness of Raleigh, with much better comparison shoppers goods to offer, undoubtedly affects Wilson's retail sales adversely. These are probably some of the main reasons of Wilson comparative decline in retail sales.

GAINS IN RETAIL SALES IN WILSON AND ITS NEIGHBORING
COASTAL PLAIN CITIES

| Cities | 1948 | | | 1954 | | | 1958 | | |
|-------------|----------------|--------|-------|----------------|------|-------|-------------------------|------|--|
| | Estb. | Ret. | Estb. | Ret. | % | Estb. | Ret. | % | |
| | Sales (000) | | | Sales Incr. | | | Sales Incr. (000) | | |
| Wilson | 351 | 26,228 | 378 | 34,075 | 29.9 | 343 | 34,290 | .6 | |
| Rocky Mount | 374 | 35,151 | 484 | 46,634 | 32.6 | 422 | 46,222 | -.89 | |
| Greenville | 243 | 19,810 | 325 | 29,323 | 48.0 | 268 | 31,251 | 6.5 | |
| Kinston | 267 | 23,646 | 325 | 38,643 | 63.4 | 301 | 41,127 | 6.4 | |
| Goldsboro | 315 | 28,166 | 363 | 37,763 | 34.0 | 377 | 44,109 | 16.8 | |

Source: Census of retail trade 1958, U.S. Bureau of the Census.